WHAT IS CLAIMED IS:

1. A runflat tire which is comprised of a generally toroidal-shaped carcass with an outer circumferential tread, two spaced beads, a radial structure having at least one ply extending from bead to bead and sidewalls extending radially from and connecting said tread to said beads; wherein said tread is adapted to be ground contacting, and said sidewalls contain at least one insert radially inward from said ply and wherein the insert is comprised of a rubbery polymer and 1,6-bis(N,N'-dibenzylthiocarbamoyldithio)-hexane.

2. The runflat tire of claim 1 wherein the insert comprises from .1 to 10 phr of 1,6-bis(N,N'-dibenzylthiocarbamoyldithio)-hexane.

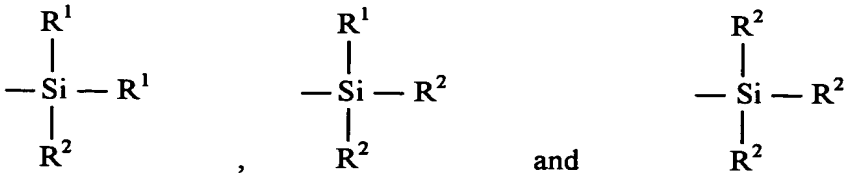
3. The runflat tire of claim 1 wherein the insert additionally comprises a cured polydiene rubber from about 10 phr to about 130 phr of a filler.

4. The runflat tire of claim 1 wherein said rubbery polymer is selected from the group consisting of natural rubber, neoprene, polyisoprene, butyl rubber, halobutyl rubber, polybutadiene, styrene-butadiene copolymer, styrene/isoprene/ butadiene rubber, isoprene/butadiene rubber, methyl methacrylate-butadiene copolymer, isoprene-styrene copolymer, methyl methacrylate-isoprene copolymer, acrylonitrile-isoprene copolymer, acrylonitrile-butadiene copolymer, EPDM, a rubber coupled with a group IVa metal and mixtures thereof.

5. The runflat tire of claim 1 wherein from 0.5 to 20 phr of a sulfur containing organosilicon compound is present and is of the formula:

$$Z\text{-}Alk\text{-}S_n\text{-}Alk\text{-}Z$$

in which Z is selected from the group consisting of



Where R^1 is an alkyl group of 1 to 4 carbon atoms, cyclohexyl or phenyl; R^2 is alkoxy of 1 to 8 carbon atoms, or cycloalkoxy of 5 to 8 carbon atoms; Alk is a divalent hydrocarbon of 1 to 18 carbon atoms and n is an integer of 2 to 8.

6. The runflat tire of claim 3 wherein said filler is silica.

7. The pneumatic tire of claim 3 wherein the 1,6-bis(N,N'-dibenzylthiocarbamoyldithio)-hexane is present in an amount which is within the range of about 0.5 phr to about 5 phr.

8. The pneumatic tire of in claim 4 wherein the group IVa metal is selected from the group consisting of tin, lead, germanium and silicon.

9. The pneumatic tire of claim 3 wherein the filler is carbon black.

10. The pneumatic tire specified in claim 3 wherein the filler is present at a level which is within the range of about 35 phr to 65 phr.

11. The pneumatic tire of claim 8 wherein the rubber coupled with a Group IVa metal is selected from the group consisting of styrene-butadiene rubber, polybutadiene rubber, polyisoprene rubber, and styrene-isoprene-butadiene rubber.

12. The pneumatic runflat tire of claim 1 wherein said insert is substantially crescent-shaped and is juxtapositioned to and axially inward of at least one of said carcass plies in each of said sidewalls of the tire.

13. The runflat tire of claim 1, wherein said pneumatic radial ply runflat passenger tire having a tread, a casing with two sidewalls, two annular beads, a radial ply structure extending between the two annular beads and a belt structure located between

the tread and the radial ply structure, radial ply structure is comprised of: (a) an inner radial ply having metal reinforcement cords capable of supporting compressive loads under runflat operating conditions; (b) an outer radial ply having organic fiber reinforcement cords capable of supporting tensile loads under runflat operating conditions; and (c) an insert having a neutral bending axis therethrough, the insert being circumferentially disposed between the inner and outer radial plies and in a flex area of each sidewall, such that the neutral bending axis is located further from the outer ply under runflat operating conditions for reducing the flexure of the sidewall.